



# Not Just Once

The Bimonthly Newsletter of CMS's National Medicare Mammography Campaign

Volume 4, Issue 1    January - February 2002

## WELCOME!

In this issue, we are pleased to report on our national collaboration with the Wal-Mart Corporation. The Centers for Medicare & Medicaid Services (CMS) Peer Review Organizations (PROs) teamed up with their local Wal-Mart pharmacists to provide "Not Just Once"-themed mammography educational materials for Breast Cancer Awareness Month (BCAM), October 2001. This was based on a unique partnership developed several years ago in North Carolina. The state's breast & cervical cancer coalition worked with Wal-Mart pharmacies and other corporate partners. We learned about the North Carolina experience from the PRO, Medical Review of North Carolina, which was a member of the coalition.



The national collaboration with Wal-Mart developed fairly late in the year – just 2 months prior to BCAM 2001. Nonetheless, PROs in at least twenty-three states & territories were able to participate in this pilot effort. Three of them – MetaStar (Wisconsin), Missouri Patient Care Review Foundation, and Quality Improvement Professional Research Organization Inc. (Puerto Rico) – are highlighted on pages 2-4.

The Virginia Health Quality Center, the Breast Cancer CASPRO, has compiled PROs' comments about the Wal-Mart project. We at CMS have learned of our opportunities for improvement – particularly with regard to timeliness and materials distribution. We are working now to develop a more reliable ordering process, in anticipation of BCAM 2002. Please see the **NEW** mammography materials order form on page 10. We hope to continue the collaboration with Wal-Mart so that even more states will be able to participate this coming year!

We are eager for additional feedback about the Wal-Mart partnership; please contact Owen Wachter at the Virginia Health Quality Center, phone (804) 289-5320 or e-mail [vapro.owachter@sdps.org](mailto:vapro.owachter@sdps.org)

Also, please complete our Newsletter evaluation on page 8. This can be faxed to Editor Maribeth Fonner at (816) 426-5525 or e-mail your responses to [MFonner@cms.hhs.gov](mailto:MFonner@cms.hhs.gov) by March 1. We appreciate your feedback. As always, we encourage you to submit ideas or stories for future issues of the Newsletter to Maribeth.

Sincerely,

*Annette E. Kussmaul, MD, MPH*

Medical Officer

Division of Clinical Standards & Quality

CMS, Region VII, Kansas City

*Sandy Kappert*

Director, Division of Health Promotion

CMS, Center for Beneficiary Choices

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## MetaStar Implements the Wal-Mart Mammography Project in Wisconsin

– Kim M. Solberg, CPHQ

Eighty-two pharmacies in Wisconsin participated in the nationally-organized project for Breast Cancer Awareness Month; 66 Wal-Mart pharmacies and 16 others, including 10 pharmacies that also used Spanish language educational materials. Each pharmacy received 2 mammography posters and 500 bookmarks. This intervention had the potential to reach up to 46,500 Wisconsin women.

MetaStar, the Wisconsin Peer Review Organization (PRO), received two shipments of “Not Just Once” materials from the Cancer Information Service. Because of limited supplies, our second shipment included the bookmarks depicting younger women. Although these bookmarks had a slightly different message, they are thought to be more attractive from the MetaStar staff point-of-view. We received some feedback that older women don’t perceive themselves as old, so the pictures of younger women are more attractive to the older female population.

Although not essential to the success of the project, MetaStar found that hand-delivering the supplies to each pharmacy provided additional useful information, such as the target population that should receive the materials. MetaStar staff and members of the Wisconsin Breast Health Network hand-delivered the bookmarks and posters, along with a one-page overview, to two-thirds of the participating pharmacies. The remaining one-third received these by mail.



Many of the store visits found pharmacists were not yet aware of the partnership. Nonetheless, their response was overwhelmingly positive. We did have one “pro-active” pharmacist contact us asking where their information was, and when it would be delivered. A few of the large pharmacies indicated that the supply of 500 bookmarks would last only up to a week. In the future, we would like to be able to identify pharmacies with high volumes of pre-

continued on page 7

## Puerto Rico PRO and Wal-Mart International Partner for Breast Cancer Awareness Month

– Brenda Agosto, BA

In October, Quality Improvement Professional Research Organization (QIPRO), Inc., the Peer Review Organization of Puerto Rico, and Wal-Mart pharmacies partnered to promote mammography for early detection of breast cancer and the health of women. This effort was developed as part of the activities to take place during Breast Cancer Awareness Month (BCAM) 2001.

Stores in Puerto Rico are part of Wal-Mart's International Operations, so they did not receive the intranet announcement about the partnership for BCAM. Nonetheless, QIPRO obtained the interest and commitment of the local Wal-Mart pharmacies, and with the participation of pharmacist Milagros Perez, Coordinator of Pharmaceutical Care, Wal-Mart became interested in doing additional activities here. They offered more educational opportunities to Medicare beneficiaries and to the rest of our women.

"No solamente una vez" pamphlets and posters created by the Centers for Medicare & Medicaid Services and the National Cancer Institute, in addition to six thousand bookmarks, were distributed in Puerto Rico. The posters were displayed in Wal-Mart stores next to a special poster produced by the Puerto Rican Alliance for the Promotion of the Mammography, a coalition organized and coordinated by QIPRO since 1995.

During the month of October, the Wal-Mart pharmacies' professional employees provided counseling on

mammography to all women who requested it. As a campaign closing event, we decided to offer educational lectures on breast cancer screening. These presentations took place simultaneously in nine municipalities of the Island with the participation of Alliance members, representatives of allied agencies which included the American Cancer Society, Puerto Rico Department of Health, Triple-S Health Plan and the Medical Sciences Campus of the University of Puerto Rico.

Wal-Mart promoted the lectures with flyers, in-store announcements, and signs alluding to breast cancer in the designated areas for the presentations. In addition, these lectures were promoted in two of the main daily circulation newspapers of Puerto Rico. However, attendance was not as expected, perhaps because of the time scheduled or the fear of possible terrorist attacks to shopping malls.

*Ms. Agosto is Director of Communications and Breast Cancer Outpatient Project Coordinator at QIPRO, the Medicare Peer Review Organization in Puerto Rico.*




**Farmacia**

Las Farmacias Wal-Mart, Sam's Club y los Centros para los Servicios Medicaid y Medicare (CMS) se unen en un Esfuerzo Importante para la Salud de las Mujeres como parte del Mes de la Concienciación del Cáncer de Mama (MCCM). Ofreciendo charlas Educativas sobre el Cáncer de Mamas. Día 31 de Octubre, el horario será el siguiente:

Conferenciantes	Hora	Tienda
Miguel Sisamonte, Director de Control del Cáncer Sociedad Americana del Cáncer	10:00 am	CAROLINA
Brenda Agosto, Directora de Comunicaciones - QIPRO Coordinadora Proyecto Nacional Cáncer de Mama	10:00 am	FAJARDO
Luis E. Ramos Investigador Proyectos Nacionales - QIPRO	10:00 am	HUMACAO
Elisana Lopez, MD Coordinadora Clínica Asociada - QIPRO	10:00 am	GUAYAMA
Luis Marrero Coordinador de Atención Comunitaria	10:00 am	PONCE
Omaira Salgado, Educadora en Salud del Programa Complejidad - Departamento de Salud	1:30 pm	CAGUAS
Lina V. Santana Investigadora Proyectos Nacionales - QIPRO	10:00 am	CAYEY
Nydia Velez Educadora en Salud	11:00 am	HATILLO
Jorge Diaz Investigador Proyectos Nacionales - QIPRO	10:00 am	ISABELA

**"En P.R. el Cáncer de Mama es la Primera Causa de Muerte en la Mujer de 35 a 54 años"**



Breast Self Exam



Brenda Agosto uses a breast model during a presentation at the Wal-Mart store at Fajardo, Puerto Rico.



## Over 45,000 “Not Just Once” Bookmarks Distributed in Missouri

-Deborah Finley, MPA

When the Missouri Patient Care Review Foundation got word that the Centers for Medicare & Medicaid Services (CMS) was planning a national partnership with Wal-Mart to promote screening mammography, we were intrigued. Missouri has a significant number of Wal-Mart stores, with most of the state's population having ready access to a nearby store. Just going into a Wal-Mart and scanning their customer population indicates that this IS a place that the older adult frequents. However, securing individual commitments from each of our 120+ stores would have been very time consuming.

We discussed a variety of approaches to sharing the educational materials with each of our Missouri stores. We considered sending each store a letter along with an order sheet that would allow them to order the materials they would most like to use. We also thought about calling each store to take orders. However, these

approaches just seemed to further delay getting the information into the hands of the Wal-Mart pharmacy staff. We finally agreed to send the materials directly to each store's pharmacist. We mailed each of our 121 stores one poster (*Mammograms...Not Just Once, But for Lifetime*) and a supply of English and Spanish bookmarks. We referenced the national partnership and requested that they display the poster in the pharmacy area. We suggested that the bookmarks be placed into the bags of each woman customer during the month of October (or until the supply was exhausted). The letter also explained Medicare coverage of screening mammograms. We also included a data table showing the percentage and number of women with Medicare in each county who were not getting their annual mammograms, so they could actually see the depth of the problem in their county.

We are in the process of following up (by mail) with each store to deter-

mine if they would like to continue to receive health education information, such as those about diabetes care and flu shots. So far we have heard from approximately 15 stores, 13 of which have indicated future mailings would be welcomed. We would be very interested in CMS development of similar partnerships with additional retail establishments in the future, especially if the associated educational materials are available free of charge. This only cost us the staff time to write the letter, cost of the mailing service to package the materials and postage. Our lesson learned was: “Complexity can degrade performance.” Don't make the process of getting the information out to the stores more difficult than needed.

*Ms. Finley is the Director of Communications/Education at the Missouri Patient Care Review Foundation, the Peer Review Organization in Jefferson City, MO.*

## Breast Cancer Surgery Options Addressed at December Conference

“Using Research to Inform Patients of Breast Cancer Surgery Options” was the theme of a December 14, 2001 conference hosted by the National Center for Policy Research for Women & Families. The meeting was co-sponsored by seven agencies of the Department of Health & Human Services (DHHS): The Agency for Healthcare Research & Quality (AHRQ), the National Institutes of Health Office of Research on Women's Health, the Health Resources and Services Administration (HRSA), the National Cancer Institute, the DHHS Office of Women's Health, the Centers

for Disease Control & Prevention (CDC) and the Centers for Medicare & Medicaid Services (CMS).

Over 50 breast cancer researchers, clinicians, patients, advocates and other experts gathered in Bethesda, MD to discuss variations in treatment for early stage disease. The purpose was to ensure that newly-diagnosed women have accurate, understandable research-based information about their surgical options. Experts agree that for most early-stage breast cancer, breast-conserv-

ing surgery (BCS) followed by radiation treatment is just as safe as mastectomy. However, approximately one out of every two women who are eligible for BCS instead will undergo mastectomy.

In follow up to the meeting, patient educational materials will be created. These will help ensure that women get the information they need to make the surgical decisions that are best for them. More information about this project will follow in a future issue of the *Not Just Once* Newsletter.

## New Resource Helps Clinicians Put Prevention Into Practice

December 13, 2001—The Agency for Healthcare Research and Quality (AHRQ) today released *A Step-by-Step Guide to Delivering Clinical Preventive Services: A Systems Approach*. This new publication, the newest from AHRQ's Put Prevention Into Practice (PPIP) Program, will help guide clinicians in the development of a system for delivering clinical preventive services in the primary care setting.

Research shows that the most effective and accepted preventive services are not delivered regularly in the primary care setting. For example, in 1997 pneumococcal disease caused 10,000-14,000 deaths, but only 43 percent of persons aged 65 and older received a pneumococcal vaccine.

"When primary care includes preventive care, Americans will live longer and healthier," Health and Human Services Secretary Tommy G. Thompson said. "This guide will make it easier for clinics and other primary care centers to incorporate prevention efforts into the patient care routines."

The *Guide*:

- Describes easy-to-follow, logical steps for establishing preventive care protocols.
- Defines staff roles for delivering and monitoring preventive care.
- Determines patient and material flow.
- Readjusts delivery and system standards.

The *Guide* breaks the process of delivering clinical preventive services into small, manageable tasks and provides

practical tools such as worksheets, health risk profiles, and preventive care flowsheets that can be customized for use in various clinical settings. The *Guide*, adapted from materials produced by the Texas Department of Health, is based on scientific and empirical evidence and has been found effective in many settings. Physicians, nurses, health educators, and office staff have successfully implemented this systematic approach to delivering prevention in public health clinics, community health centers, and private practices.

"There is increasing evidence that a formal system for delivering preventive services within a primary care setting can help overcome the many barriers that inhibit their delivery," said John M. Eisenberg, MD, AHRQ's Director. "The *Guide* provides evidence-based information and a team-oriented approach that will help clinicians work with their patients to ensure that all their preventive health care needs are being met."

In addition to this Guide, the PPIP program offers other patient and

provider materials that support the delivery of clinical preventive services in the primary care setting. The PPIP program, based on the recommendations of the U.S. Preventive Services Task Force, helps clinicians deliver appropriate preventive services in clinical practice and tells patients which preventive services they should expect their health care professionals to provide.

The *Guide* can be viewed on the AHRQ Web site at <http://www.ahrq.gov/ppip/manual/manual.htm>. Copies of this publication and all other PPIP resources are available from the AHRQ Publications Clearinghouse at 800-358-9295 or [ahrqpubs@ahrq.gov](mailto:ahrqpubs@ahrq.gov). For more information on AHRQ Prevention Programs, please visit the AHRQ Web site at <http://www.ahrq.gov/clinic/prevenix.htm>.

For additional information, contact AHRQ Public Affairs, (301) 594-1364; Stacia Sanvik (301) 594-6352 ([SSanvik@ahrq.gov](mailto:SSanvik@ahrq.gov)); Hazel Keimowitz (301) 594-6393 ([HKeimowi@ahrq.gov](mailto:HKeimowi@ahrq.gov)).



## Early Detection, HPV Research Key to Fighting Cervical Cancer

– Evelyn Schulman, MPH

**Editor's Note: Some of our (non-Peer Review Organization) partners have cervical cancer screening as a focus, in addition to breast cancer screening. In recognition of Cervical Health Month, we are including this update submitted by the National Cancer Institute.**

January is Cervical Health Month – a good opportunity to promote the importance of Pap tests among patients and focus on recent advances in cervical cancer research. The good news is that cervical cancer incidence and mortality in the U.S. have decreased sharply since the 1960s with routine use of the Pap smear for early detection of precancerous lesions. However, approximately 12,900 cases of invasive cervical cancer still occur in the U.S. each year, and about 4,400 women will die from it. Significantly, nearly half of all women suffering from newly diagnosed invasive cervical cancer have not had a Pap test in the last five years.

Certain human papillomaviruses (HPVs), particularly HPV type 16, are known to cause cervical cancer. Of the 100 HPVs in existence, approximately 30 are passed through sexual contact and are among the most common sexually transmitted diseases.

Research published last spring has helped investigators clarify the role of HPV testing in interpreting abnormal Pap tests and making treatment decisions. The National Cancer Institute (NCI) initiated the ASCUS/LSIL Triage Study for Cervical Cancer (ALTS) to help resolve the con-

troversy over what physicians and women should do about ASCUS (atypical squamous cells of undetermined significance) and LSIL (low-grade squamous intraepithelial lesion) Pap test results. Most of these mild abnormalities will go away without treatment, but some may lead to a precancerous condition or cancer.

The ALTS concluded that:

- HPV testing is highly sensitive in detecting underlying abnormalities in ASCUS that need immediate attention
- Women 30 years of age and older were less likely to be HPV positive
- Women with three or more lifetime sex partners were more likely to be HPV positive than those with one or two partners
- The high prevalence of HPV infection in women with LSIL limits the usefulness of HPV testing in deciding how to manage these abnormalities

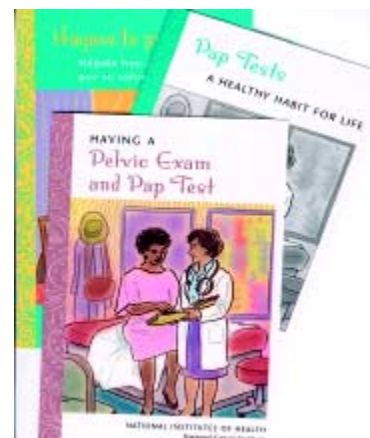
Finding effective vaccines to protect against HPVs and the development of cervical cancer is a key research priority according to the NCI's Gynecologic Cancer Progress Review Group, a group of scientific experts and consumer activists charged with identifying gaps in, and recommending steps to improve, scientific understanding of gynecological cancers. Such vaccines would help prevent bio-transmission of HPVs and development of neoplasias (abnormal cell growth). The group's com-

### New Cervical Cancer Education Materials Available

The National Cancer Institute and the Centers for Medicare & Medicaid Services (CMS) Center for Beneficiary Choices have developed new cervical cancer education materials for health professionals as well as their patients. The materials discuss:

- Risk factors for cervical cancer
- Information about Pap tests
- Screening statistics and guidelines
- Medicare coverage, which now includes Pap tests every two years for Medicare-eligible women at low risk for the disease. Women at high risk continue to be covered for an annual Pap test under Medicare.

Partners who have a focus on cervical cancer screening can use the order form on page 9 to obtain these free publications.



continued on page 7

**"Early Detection, HPV"...**  
continued from page 6

prehensive report, released in November 2001, is available online at <http://prg.nci.nih.gov/gyno/finalreport.html>.

Promising vaccine research against HPV is taking place in Costa Rica, where cervical cancer rates are high. Currently, investigators are studying various approaches for cervical cancer vaccines for treatment of early infection.

Concern about higher than average cervical cancer mortality rates in some areas of the country is being addressed by the NCI's Center to Reduce Cancer Health Disparities. The center held a November "think tank" meeting to examine why women living in largely rural and sub-urban counties, including Appalachia, the rural south, and along the Texas/Mexico border have had consistently higher rates of cervical cancer mortality over almost 50 years than their counterparts in other areas of the U.S. Think tank participants are formulating strategies to further scientific understanding of and address the root causes of geographically disproportionate rates of cervical cancer mortality. A report with recommendations will be released shortly.

For more information on NCI cervical cancer news and resources, go to the NCI Web site at <http://cancer.gov>

*Ms. Schulman is a Program Specialist with the Health Promotions Branch of the NCI's Office of Communications.*

## MetaStar Implements... continued from page 2

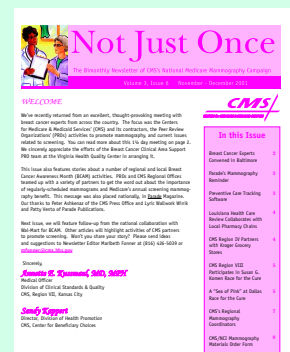
scriptions so that they might receive a more appropriate size stock for their patrons.

MetaStar attempted to get some media promotion by using the Clinical Area Support PRO-created press release. We sent out copies of the press release using a mass faxing system that, with a little programming, runs independently. In about an hour, the press release was sent to 43 newspapers, 60 radio stations, and 6 television stations in areas near Wal-Mart stores. Although MetaStar currently does not contract with a clipping service to help report the use of the press release, we did get a phone call from one of the radio stations to do a taped interview about the project and the merits of mammography. The radio station format is country music, as are the majority of the stations that respond to the concerns of our Medicare population in Wisconsin. Since October, this same radio station, WTTN 1580 AM in Watertown, has called again in response to another project that promotes immunization ("A Shot and a Slot"). We hope they will remain an interested partner for the long term.

Overall the project in Wisconsin was a success and MetaStar is planning to initiate the project again for October 2002. We will attempt to expand the partnerships to two other major pharmacy corporations in our state. If you would like more information about our project, please contact Kim Solberg at (608) 274-1940 or e-mail, [ksolberg@metastar.com](mailto:ksolberg@metastar.com)

*Ms. Solberg is the Health Communications Specialist at MetaStar, the Peer Review Organization in Madison, Wisconsin.*

To read back issues of the ***Not Just Once*** Newsletter, please visit the website: <http://www.hcfa.gov/quality/3n1.htm>



### ***Not Just Once* Newsletter Evaluation Form**

We are interested in your opinion of the Medicare Mammography Campaign's *Not Just Once* Newsletter. The purpose of the Newsletter is to share the Centers for Medicare & Medicaid Services, its contractors' and partners' activities to promote mammography and current resources and issues related to breast cancer screening.

Please take a few minutes to complete this evaluation form and return to: **mfonner@cms.hhs.gov** or Fax (816) 426-5525 by March 1, 2002. Circle or highlight the appropriate number. Additional comments are welcome.

	<b>Strongly Disagree 1</b>	<b>Disagree 2</b>	<b>Neutral 3</b>	<b>Agree 4</b>	<b>Strongly agree 5</b>
<b>Style of the <i>Not Just Once</i> Newsletter:</b>					
The design of the Newsletter is simple and easy to follow.	1	2	3	4	5
The length of the Newsletter is just right.	1	2	3	4	5
<b>Content of the <i>Not Just Once</i> Newsletter:</b>					
The information presented is beneficial and helpful to our organization.	1	2	3	4	5
The information is presented in a clear, easily understood format.	1	2	3	4	5
<b>Format of the Newsletter:</b>					
The font of the Newsletter is the correct size.	1	2	3	4	5
The borders and shading of the Newsletter are suitable.	1	2	3	4	5
The numbering sequence of the articles is easy to follow.	1	2	3	4	5
The columns and spacing of the articles make for easy reading.	1	2	3	4	5
<b>Any other comment related to this Newsletter, such as specific improvements, feedback, etc.?</b>					

**Thank you for your candid responses!**





## Order Form - Cervical NCI / CMS Materials



Name:		Title:	
Organization:		Phone:	
Address:		Email:	
City:	State:	Zip Code:	

Title & Contents Description	Language	Inventory Number	Quantity
<b>Pap Tests for Older Women: A Healthy Habit for Life</b> Designed in content and in format for older women, this large-print brochure tells women about the continued importance of getting Pap tests.	English	H319	
<b>Health Professionals Pap Test Packet</b> Kit for health professionals that contains: Pap Test Reminder Pad (English); Pap Test Reminder Pad (Spanish); Cervical Cancer Information for Health Professionals to use with patients; Pap Tests for Older Women: A Healthy Habit For Life; Having a Pelvic Exam, Pap Tests: A Healthy Habit for Life and Hágase la prueba Pap.	English/ Spanish	K682	
<b>Pap Test Reminder Pad for Health Professionals</b> <i>La prueba Pap Un Habito Saludable para Toda La Vida Pad</i> A pad with tear-off sheets for health professionals to give to patients to remind them about the importance of getting Pap tests. Also included on the inside back cover of the pad is information for health professionals, including information on hysterectomies and Pap tests.	English Spanish	T645 S643	
<b>Pap Tests: A Healthy Habit for Life: Cervical Cancer Information For Health Professionals To Use With Their Patients</b> Designed for health care professionals, this booklet provides information and resources about cervical cancer.	English	T649	
<b>Having a Pelvic Exam and Pap Test</b> An easy-to-read brochure with pictures that shows what a woman will experience when getting a Pap test.	English Large Print	P047 H709	
<b>Cervical Cancer Screening: What Vietnamese Women Should Know</b> This booklet, in the Vietnamese language, provides information about the importance of Pap tests to detect cervical cancer.	Vietnamese	P488	
<b>Pap Tests: A Healthy Habit for Life</b> An easy-to-read brochure that tells women about the importance of getting a Pap test.	English	P747	
<b>Hágase la prueba Pap: hágalo hoy...por su salud y su familia (Have a Pap Test: Do it today...for your health &amp; your family)</b> A bilingual brochure that tells women why it is important to get a Pap test and provides information on who needs a Pap test, where to get one, and how often a Pap test should be done	English/ Spanish	P757	
<b>Spread the Word About Mammograms and the Pap Test: An Educational Resource for Health Care Professionals</b> These flip charts illustrate key concepts to help women understand the importance of early cancer detection. The presentations are for medically underserved women and are meant for small groups – no larger than 10.	English Spanish	G444 G445	
<b>Breast &amp; Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care</b> This 205-page guide addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems and more.	English	T408	
<b>Taking Control of Your Health – The Pap Test and Cervical Cancer</b> A nine-minute video designed to inform American Indian women about the benefits and availability of Pap tests.	English	V541	
<b>What You Need To Know About Cancer of the Cervix</b> This pamphlet discusses prevention, diagnosis, treatment, emotional issues, and questions to ask the doctor.	English	P019	

**Mail order form to:**  
National Cancer Institute  
P.O. Box 24128  
Baltimore, MD 21227

**OR**

**Fax order form to:**  
410-646-3117

*Receipt of your order will be confirmed by fax or email.*



## Order Form - *Mammograms*

### NCI / CMS Materials



Name:		Title:		
Organization:		Phone:		
Address:		Email:		
City:	State:	Zip Code:		
Title & Contents Description	Language	Inventory Number	Size	Quantity
<b>Mammograms... Not Just Once, But for a Lifetime</b> Large-print, easy to read brochure that defines mammography, describes who needs to be screened, and Medicare information. (maximum order 5000)	English Spanish	H496 H497	8½ x 11	
<b>Mammograms for Older Women Poster</b> Includes slogan with Medicare information. A poster featuring an older woman, available for display in health care settings. (minimum order: 20, maximum 5000)	English Spanish	G500 G501	11 x 17	
<b>Mammograms for Older Women Bookmark</b> Includes slogan with Medicare information. Bookmark features an older woman with facts in breast cancer, mammography, and Medicare coverage. (maximum order 5000)	English Spanish	Z498 Z499	2 x 8	
<b>Over 40? Consider Mammograms Poster</b> Set of 5 posters, each featuring a woman from a special population.	English	G438		
<b>Ad Slicks</b> Camera-ready ads in a variety of sizes featuring older women. Includes slogan with Medicare information.	English	C135		
<b>Knowledge &amp; Behavior of Women Ages 65 and Older on Mammography Screening &amp; Medicare</b> 25-page bound report with findings from a telephone survey conducted in Spring of 1999. (Limited quantities available)	English	T162		
<b>Breast &amp; Cervical Cancer Programs in Your Community: A Guide for Outreach, Screening, and Follow-up Care</b> This 205-page guide addresses program planning; establishing partnerships; outreach and education; coordination of screening, diagnostic, and treatment services; payment and health care delivery systems and more.	English	T408		
<b>Spread the Word About Mammograms and the Pap Test: An Educational Resource for Health Care Professionals</b> These flip charts illustrate key concepts to help women understand the importance of early cancer detection. The presentations are for medically underserved women and are meant for small groups – no larger than 10.	English Spanish	G444 G445		
<b>Why Get Mammograms?</b> A pad for physicians that includes fifty-tear off fact sheets on mammograms for patients. Includes NCI's recommendations, risk factors for breast cancer, and the benefits and limitations of mammography.	English	Z448		

**Mail order form to:**  
 National Cancer Institute  
 P.O. Box 24128  
 Baltimore, MD 21227

**OR**

**Fax order form to:**  
 410-646-3117

*Receipt of your order will be confirmed by fax or email.*